



**FOR IMMEDIATE RELEASE**  
**Date: October 20, 2015**  
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## **LEAP, MEDC to Announce Initiative in Southwest Lansing**

*Grassroots action plan to inspire hope and expand economic opportunity in Southwest Lansing*

**LANSING, MI** – The State of Michigan Governor’s Office and Michigan Economic Development Corporation (MEDC) are taking on at-risk and underserved areas across Michigan. Thanks to a grant of \$50,000 from the MEDC to LEAP, the regional agency is launching a new initiative that will look to empower community and business stakeholders in the southwest area of the City of Lansing to come together in shared vision and to drive forward an economic action plan.

“Through this effort we look forward to seeing this neighborhood become more economically sound and help revitalize the entire community,” said MEDC Chief Executive Officer Steve Arwood. “In entrusting these funds to our Collaborative Development Council regional partner LEAP, we are confident that this grant will help to be an economic foundation for southwest Lansing.”

After considering multiple areas across the three counties of Clinton, Eaton and Ingham, the MEDC and LEAP selected the southwest area within the City of Lansing as the most suitable for this grassroots revitalization approach. LEAP will be engaging a consultant to conduct a study to understand economic opportunities while conducting extensive community engagement to formulate an action plan for this area. An inclusive steering committee of southwest Lansing stakeholders will soon be convened to lead the effort.

“This new initiative that LEAP has crafted provides much needed resources to support important capacity-building in an area that has some serious challenges but also an amazing asset in its diversity,” said Bob Trezise, President and CEO of LEAP. “We are going beyond conventional economic development here to try to affect real positive change in an area that has not seen enough positive development in recent years.”

“I’m very pleased to see LEAP leading the way on this project to explore new opportunities for economic growth and job creation on Lansing’s southwest side,” said Lansing Mayor Virg Bernero. “Lansing’s Third Ward has great citizens who are eager to get involved and great potential to attract new investment through a coordinated community effort led by LEAP. It is the right effort in the right place at the right time.”

“This initiative is much needed. I am confident it’s going to make a big difference in our continued efforts to improve southwest Lansing, the city, and the region,” Third Ward Councilmember, A’Lynne Boles.

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*The Lansing Economic Area Partnership (LEAP) is a coalition of area leaders committed to building a prosperous and vibrant region where business can thrive. To do this, we help entrepreneurs start new businesses, help existing businesses grow, and attract new businesses to the region. For more information about LEAP, please visit [www.purelansing.com](http://www.purelansing.com).*